

FOR IMMEDIATE RELEASE

**City Square Mall Shoppers Can Donate Recycled Materials for
The Mall's Eco-chanted Christmas Garden**

*City Square Mall partners Singapore Polytechnic to organise eco-Christmas activities
\$200 METRO vouchers will be given away to the top 3 most creative art pieces created with City
Square Mall's Christmas mailers*



Singapore, 22 November 2011 – In conjunction with Clean & Green Singapore (CGS), City Square Mall, owned and managed by City Developments Limited (CDL), will celebrate an eco-Christmas in partnership with Singapore Polytechnic (SP) from 5 November to 31 December. Inspired by CGS's theme, 'Let's Make A Difference!', the mall will host a myriad of eco-themed activities to encourage shoppers to recycle and lead eco-lifestyles. There will also be a collection point in the mall where shoppers can donate recyclable materials to be transformed into handcrafted Christmas tree decorations for the Eco-chanted Christmas Garden.

In the spirit of making eco fun, the first 1,000 shoppers who transform City Square Mall's Christmas mailer into creative art pieces will receive a \$5 Andersen's of Denmark voucher. The top 50 art pieces will be used to decorate the Eco-chanted Christmas Garden and the top 3 most creative entries will win \$200 worth of METRO vouchers each.

5 November to 3 December, Collection drive for recyclables at Basement 1

There will be a recycling collection point at City Square Mall's Basement 1 MRT entrance, where recyclable materials such as cardboard, plastic bottles, soft drink cans, used CDs and DVDs will be collected. The collected materials will then be used to create Christmas tree ornaments during a SP Christmas Ornament Workshop on 3 December between 11am to 8pm.

3 December, Christmas Ornament Workshop at Fountain Square, Basement 1;

4 December to 31 December, Eco-chanted Christmas Garden at Level 2

On Saturday, 3 December, from 11am to 8pm, shoppers can learn how to create Christmas tree ornaments using the recyclable materials collected. The Christmas tree ornaments made during the Christmas Ornament workshop by SP students and shoppers will then be displayed at the Eco-chanted Christmas Garden near the lift lobby on the 2nd floor of the mall from 4 to 31 December.

3 and 4 December, Eco Bazaar at Basement 1

City Square Mall has invited social enterprise organisations and eco ethical vendors to host a weekend Eco Bazaar. Organisations and vendors include;

Social Enterprise

- Giftandtake
- Eco Harmony

Eco Ethical Vendors

- Etrican
- CHOOSE.Olive Ventures
- Sellubrious Retail

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Developed and Managed by:
CITY DEVELOPMENTS LIMITED

- Simply Living Lifeshop
- BGO Singapore
- Kanga Organics
- Idocare
- Bloomerang

Please refer to **Annex A** for more details about the social enterprise organisations and eco ethical vendors.

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About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq. ft. of gross retail space, offering the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the Future Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded a first runner up prize for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards where its energy efficient building achieved electricity savings of more than 30 per cent compared to similar buildings.

For more information on City Square Mall, please visit www.citysquaremall.com.sg

ANNEX A

1. **BGO Singapore**

BGO set out in 2007 to make organic cotton t-shirts not only available to environmentally conscious consumers living in Singapore, but also at an affordable price. BGO online shop (www.bgoecoshop.com) today has transformed into a family eco shop, where besides organic cotton products, the eco consumer can find everyday items that are chic, beautiful and essential in helping him/her lead an environmentally sustainable lifestyle.

2. **Simply Living Lifeshop**

Simply Living Lifeshop is an eco ethical store designed for the conscientious consumer. Our variety of unique fashion and lifestyle products promote naturally healthy, eco-friendly, sustainable living, and wherever possible, support fair trade and social enterprises – from recycled bags and natural yoga mats, to green household products and eco accents for the home.

3. **Giftandtake (GAT)**

A social enterprise believing that social advancement for the less fortunate can co-exist with one built on a business foundation. All gifts sold by GAT are handcrafted mementoes or pieces of art and handicrafts professionally produced by our less fortunate.

4. **Etrican**

Etrican is a Singapore based green fashion label. Etrican designs high quality stylish yet affordable eco clothing for men and women. Their clothes are made of 100% certified organic cotton, which is environmentally friendly. Etrican apparel includes T-shirts, tops, skirts, dresses, rompers, etc.

5. **IDOCARE**

IDOCARE is committed to producing a line of environmentally-conscious products that allow people to live a greener and healthier lifestyle, without the need to compromise. IDOCARE believes that everyone deserves the chance to make a difference, so they'll be taking this message across Asia. Better for you. Better for the planet. Their high performance concentrated cleaning products are 100% non-toxic, formulated from fully biodegradable ingredients, and thus absolutely safe for family, pets and the environment. By keeping formulas simple, natural, yet effective, IDOCARE helps you save money and make socially responsible decisions for a healthier home and a better planet.

6. Kanga Organics

Kanga Organics is set up by Joey Lam who simply loves to try out beauty skincare products, and only discovered organic skincare by chance. Unable to afford the high end organic skincare available in Singapore, she decides to seek out more affordable ranges available, and uncovered the brands you see on the website today. Being an animal lover, and hoping to give something back to the environment and Planet Earth, Joey decides to import these products into Singapore to share with people who are unaware of the goodness of organic skincare, keeping the prices low and affordable to everyone who wish to try the benefits of organic skincare possible.

7. CHOOSE. by Olive Ventures

Choose, by Olive Ventures started out as a physical retail space. On top of selling all the products online, Choose, by Olive Ventures also provides other services such as Bicycle Parking, Freecycle Advertising and collection of recyclables, e-waste and printer toners and cartridges. They also host talks, courses and workshops for people interested in anything to do with environmental sustainability.

8. Sellubrious Retail

Sellubrious Retail puts together eco-kits for our customers whereby both the packaging and the gift within are environmental friendly. Sellubrious Retail works with businesses to provide concepts that are reusable and recyclable, creating sustainable designs for products, packaging, and premiums.

9. Eco Harmony

Eco-Harmony global network limited is a social enterprise project of Kampung Senang Charity & Education Foundation since 1999, bringing people together to join in the eco-harmony global network tree. Believing that Organic Living improves quality of live and is eco-friendly, it helps keep all living things on earth to be well and healthy.

10. Bloomerang

The product of happenstance colliding with passion, Zhiwen, combined his experience in the paper products supplies industry with a desire to run a business that gives back to the society, created BloomerHang and started Bloomerang in June 2008; a new environmentally friendly advertising platform.